

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Family Business & Entrepreneurship) Programme
Term - II

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Course Code	MFB4CCGM01
Course Title	Government and Business

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Illustrate an understanding of government-business relationship
2. Identify conceptual facets of business and government.
3. Identify the Policy Formulation process surrounding government-business relations

Syllabus

Teaching Hours

<p>Unit I: Introduction of the course</p> <ul style="list-style-type: none"> • Overview of the Course • Interaction Between Government & Business • Government Intervention in Business 	03
<p>Unit II: Policy Formulation</p> <ul style="list-style-type: none"> • Policy Formulation at different levels of Government • Subsidization and Tax policy 	04
<p>Unit III: Role of Agencies in Policy Formulation</p> <ul style="list-style-type: none"> • Role of Government agencies in development of MSME • The Role of Industry-Associations in Influencing Government Policies • The Role of Other Institutions in Influencing Government Policies 	04
<p>Unit IV: Influencing Government Decisions</p> <ul style="list-style-type: none"> • Governments Regulatory Influence on Business • Liaoning with Government Agencies • Lobbying for Policy Amendments 	04

Suggested Readings:

1. Steiner, J.F and G. A. Steiner Business, *Government and Society: A Managerial Perspective*, McGraw Hill.
2. Sengupta, N. K. *Government and Business*. New Delhi: Vikas Publishing House.
3. Dimock, M. E. *Business and government: Issues of public policy*.

w.e.f. Academic year 2019-20 and onwards